



Local Lines

Shrewsbury Electric and Cable Operations
508-841-8500



What's
Happening at
SELCO
July, 2007

Help Us "Beat the Peak" During Extreme Heat

During times of peak electric load, an icon will appear on www.shrewsbury-ma.gov and on the Weather Channel (SELCO Ch. 12) notifying residents to curtail nonessential use of electricity.



The "Beat the Peak" alert will typically be triggered during extreme hot weather when residents are more likely to use air conditioners heavily. This alert was triggered twice during the summer of 2006.

SELCO Fox Sports Net New England Scholarships Awarded

Recent SHS graduates Meaghan Hamilton McLean and Kristina Hurley Benoit have each been awarded a \$500 scholarship courtesy of SELCO and Fox Sports Net New England.

Criteria for deciding the award includes community involvement, good citizenship, volunteer work inside and outside of school, a recommendation from a guidance counselor, financial need, and a statement of personal goals and aspirations.

Congratulations to our 2007 scholarship recipients! We wish you continued success.

Save Big on Energy Star Air Conditioners and Dehumidifiers

Now's the time to replace your old, inefficient air conditioner or dehumidifier with a new Energy Star model. SELCO and Percy's have partnered to provide Shrewsbury residents with a great opportunity to cut cooling costs this summer.

AIR CONDITIONER AND DEHUMIDIFIER TRADE-UP SALE ONE DAY ONLY - JULY 15TH - 12:00 NOON TO 5:00 PM

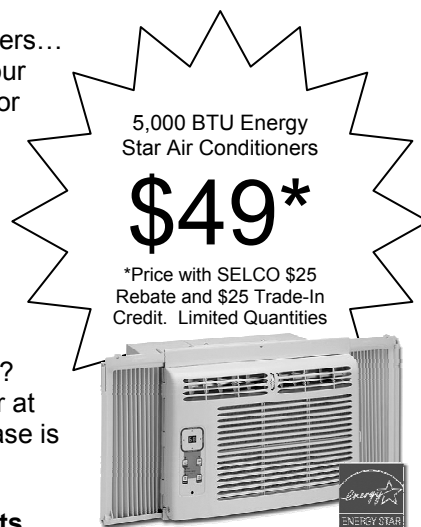
Percy's offers a huge selection of Energy Star air conditioners and dehumidifiers, and will provide free recycling for your old air conditioner or dehumidifier when you purchase a new energy efficient model during the one day trade-up sale.

SELCO offers a **\$25 REBATE** on Energy Star air conditioners... Plus we'll also give you a **TRADE-IN CREDIT of \$25** on your utility bill if you trade in a NON-Energy Star air conditioner or dehumidifier on July 15th when you buy a new model at Percy's.

That means you can save an additional \$50 on Energy Star air conditioners and an additional \$25 on Energy Star dehumidifiers during the one day trade-up sale.

Don't have an old air conditioner or dehumidifier to trade in? You can still purchase a new air conditioner or dehumidifier at Percy's one day sale price, plus your air conditioner purchase is eligible for SELCO's \$25 air conditioner rebate.

5,000 BTU air conditioners start at \$49 with all discounts applied. 25 pint dehumidifiers start at \$75 with all discounts applied. Visit www.shrewsbury-ma.gov/rebates for complete information.



SELCO GreenLight a Leading Customer of Jiminy Peak Wind Project

SELCO GreenLight has recently contracted to receive 225,000 kWh per year of green power for 2007 and 2008 from a private wind turbine project currently under construction at Jiminy Peak in Hancock, MA.

90%* of the renewable electricity purchased by SELCO GreenLight in 2007 and 2008 will be generated by the Jiminy Peak Mountain Resort wind turbine scheduled to come online in August. This is not the MMWEC wind project on Brodie Mountain in Hancock, MA that has been mentioned previously.

Jiminy Peak is the first U.S. ski area to install a wind turbine, and is one of just a handful of new wind projects in Massachusetts. This unique installation will allow Jiminy Peak to generate 33% of its annual power use on-site while delivering clean, green energy to the New England power grid.

Continued on reverse.....



SELCO GreenLight Continued

Jiminy Peak Wind Turbine FAQs

- **Operation Date:** Aug. 15, 2007
- **Location:** Jiminy Peak Mountain Resort, Hancock, Massachusetts
- **Capacity:** 1.5 MW turbine; will generate 4,600,000 kWh of green power each year
- **Size:** 253 ft tall tower; 123 ft long blades; 376 ft total height
- **When compared to electricity generated using fossil fuels, the Jiminy wind turbine will offset the emissions of:**
 - 7,100,000 lbs of CO₂ (a greenhouse gas)
 - 33,000 lbs of SO_x (a leading contributor to smog and a chief cause of acid rain)
 - 10,000 lbs of NO_x (a leading component of smog and a cause of asthma)
- **The offset of emissions listed above is equal to:**
 - Driving 75,000,000 fewer miles in a conventional automobile each year the turbine is in operation
 - Planting 83,000 new trees



Visit www.shrewsbury-ma.gov/light/greenlight.asp or call 508-841-8500 to support renewable wind power generation by signing up for SELCO GreenLight.

* 90% of renewable power purchased by GreenLight comes from Renewable Energy Certificates (RECs) sold by Community Energy, Inc. from the Jiminy Peak wind turbine. 10% of GreenLight renewable power comes from National RECs purchased through Community Energy, Inc. National RECs are generated by a variety of wind farms in the Midwestern United States.

SELCO in the Community

Being a municipally-owned utility, SELCO often provides programs and services to the community that go beyond the typical job description of an electric company. Here are some of our most recent community-based activities.

- **Dean Park Lighting Repairs** – SELCO recently repaired the old softball lights, replaced breakers, wires and bulbs throughout the park, and added a flood light on the stairs at the School St. parking lot.
- **3rd Annual SELCO Arbor Day Event** This year we gave away 50 free five-foot tall trees to Shrewsbury residents, held two children's events at the public library during April vacation week, and gave away 250 energy efficient light bulbs.
- **Annual Open House** – As reported in last month's *Local Lines*, SELCO held yet another successful open house for Shrewsbury's 3rd and 4th graders.
- **Patriotic Banners** – SELCO line crews hung more than 50 flags and banners on utility poles at the center of Town in preparation for the annual Memorial Day parade and July 4th festivities.
- **Floral St. School Bio-Diversity Day** – SELCO recently provided information on energy conservation and sold discounted compact fluorescent light bulbs at an environmentally focused Floral St. School event.



National Geographic HD Available In Mid July

National Geographic HD will join SELCO's High Definition lineup in mid July on channel 279. Dare to explore the National Geographic Channel in HD. It's everything you love about the National Geographic Channel, only better!

Amazing clarity. Heart pounding sound. Wide screen adventure. All your favorite shows—*Naked Science*, *MegaStructures*, *Seconds From Disaster* and *Explorer*—are about to get even better.



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Shrewsbury Electric and Cable Operations
100 Maple Avenue – Shrewsbury, MA 01545 – 508-841-8500
Summer Office Hours: 7:30 a.m. to 4:30 p.m. M-F